

6436. Honegar. (F.D.C. No. 44738. S. No. 31-172 R.)

QUANTITY: 132 1-pt. btls. and 41 1-qt. btls. at Houston, Tex., in possession of Foley's.

SHIPPED: 3-18-60 and 4-6-60, from Chicago, Ill., by B. T. Babbitt, Inc.

LABEL IN PART: (Btl.) "Undiluted Pure Honey * * * Apple Cider Vinegar * * * HONEGAR * * * Honegar Division, 625 Madison Ave., New York 22, N.Y."

ACCOMPANYING LABELING: Books entitled "Folk Medicine"; tag on pint bottle reading in part "A 'nature-wise' country doctor talks about * * * Folk Medicine by D. C. Jarvis M.D."; and counter display sign "Folk Medicine 'Honegar'—pure honey and apple cider vinegar—excellent health food."

RESULTS OF INVESTIGATION: Approximately 150 books as described above were displayed on a counter in the dealer's store at Houston, Tex., in conjunction with the counter display sign.

LIBELED: On or about 7-29-60, S. Dist. Tex.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article was adequate and effective for the treatment and prevention of arthritis, digestive disorders, belching, vomiting and diarrhea from food poisoning, constipation, obesity, high blood pressure, chronic fatigue and headaches, including migraine headaches, all infectious diseases, including typhoid, broncho-pneumonia, peritonitis, pleurisy, dysentery, fungus diseases, common cold, chicken pox, and measles, all childhood diseases, heart disease, heart attacks, essential hypertension, diabetes, insomnia, sterility, difficult labor, morning sickness, nervousness, tension, irritability, itching scalp and skin, numbness, cold hands and feet, dizziness, mental retardation, tooth decay, falling hair, breaking fingernails, paranasal sinusitis, seepage from sinuses, asthma, hay fever, facial neuralgia, retarded growth, pyelitis, thickened blood, ringing in ears, impaired hearing, Meniere's syndrome, callouses and corns, slow healing of cuts and bruises, pimples, tic, cramps in muscles, blocked and swollen lymph glands, cough, infant colic, bed-wetting, hangovers, alcoholism, and to provide vigor, promote longevity, maintain good health from the cradle to the grave, to control and reduce weight without restrictions of diet, and to reduce or eliminate the difficulties of old age; and 502(b) (1)—the article failed to bear a label containing the name and place of business of the manufacturer, packer, or distributor.

DISPOSITION: 10-19-60. Default—destruction.

6437. Ul-C-Eze. (F.D.C. No. 44871. S. No. 30-897 R.)

QUANTITY: 432 3-oz. btls. at Jackson, Miss., in possession of L.C.Q. Drug Products Co.

SHIPPED: 6-29-60, from Worcester, Mass.

LABEL IN PART: "Ul-C-Eze * * * Active Ingredients: Bismuth Subgallate—Sodium Bicarbonate—Magnesium Trisilicate—Magnesium Hydroxide."

ACCOMPANYING LABELING: Placards reading in part "Ul-C-Eze * * * Antacid Powder" and "Your Customers Are Being Sold Ul-C-Eze"; leaflets entitled "Ul-C-Eze * * * Antacid Powder" and "Ul-C-Eze * * * Stomach Ulcer Sufferers."

RESULTS OF INVESTIGATION: The placards and leaflets were printed locally for the dealer and the article was manufactured for the dealer in Worcester, Mass.

LIBELED: 8-26-60, S. Dist. Miss.

CHARGE: 502(a)—while held for sale, the name of the drug "*Ul-C-Eze*" and the accompanying labeling contained false and misleading representations that the article was an adequate and effective treatment for stomach ulcers.

DISPOSITION: 10-12-60. Default—destruction.

6438. Virilon Physician's Formula and Virilon Hair Follicle Cleanser. (F.D.C. No. 45058. S. No. 32-446 R.)

QUANTITY: 43 8-oz. btls. and 96 ctns., each containing 6 4-oz. btls., of *Virilon Physician's Formula*; and 43 8-oz. btls. of *Virilon Hair Follicle Cleanser*, at Rochelle Park, N.J.

SHIPPED: 8-17-60 and 8-23-60, from Elmhurst, N.Y., by Steroid Products, Inc.

LABEL IN PART: (Btl.) "Virilon Physician's Formula For the Hair and Scalp * * * 20-X Steroid Products, Inc., 708 Pontiac State Bank Building, Pontiac, Michigan. Directions: For local use on the scalp. Contents: Lecithin, Cholesterol, Iso-cholesterol Lanosterol as esters; 20 mcg. Estradiol per ounce of alcohol (70% isopropyl). Patented by Robert Liefmann, M.D." and "Virilon Hair Follicle Cleanser * * * 20-X Unique New Miracle hair follicle penetrant discovery! finest quality shampoo."

ACCOMPANYING LABELING: Steroid Products Salesmen's catalogs; sheets entitled "Mode of Application"; streamers entitled "Virilon Treatment For Beautiful Thick Hair & Healthy Scalp"; postcards reading in part "Dear Sir: Please send us free professional certificate of authorization . . ."; pamphlets entitled "Scalp Antizyme Treatment" for beauticians and "Scalp Antizyme Treatment" for barbers; display cards entitled "Doctor's Virilon Treatment"; reprints entitled "Secret Influence of Steroids" and "Biographical note on Robert Liefmann"; and counter display cartons entitled "Virilon Treatment."

LIBELED: 10-24-60, Dist. N.J.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the articles contained false and misleading representations that the articles were adequate and effective for the treatment of diseases of the hair and scalp, male-pattern baldness, excessive loss of hair, falling hair, scalp itch, dandruff, seborrhea; that use of the articles would restore hair to health and stimulate thick hair growth; that the articles were adequate and effective as a treatment for and preventive of facial blackheads, acne, old-age wrinkles; and that they would bring health to the skin and scalp; and 502(b) (2)—the labels of the articles failed to bear an accurate statement of the quantity of contents.

DISPOSITION: 11-28-60. Default—destruction.

6439. Dustronic Air Cleaner and Lectric Aire Negative Ionizer. (F.D.C. No. 45051. S. Nos. 45-101/7 R.)

QUANTITY: 8 cartoned *Dustronic Air Cleaner* devices, and 4 *Lectric Aire Negative Ionizer* devices, together with a number of charcoal filters used as a component part with some of the devices, at Seattle, Wash.

SHIPPED: The devices were shipped between 11-25-59 and 8-8-60, from Chicago, Ill., by Radex Corp., and the charcoal filters were shipped from Columbus, Ohio, by Barnebey-Cheney Co.

LABEL IN PART: (Devices) "Dustronic Lectric Aire Negative Ionizer [or "Dustronic * * * Air Cleaner"] * * * Radex Corp."; and (filter) "Dacor manufactured by Barnebey-Cheney Co. Columbus 19, Ohio. Dacor is the new